

HOW

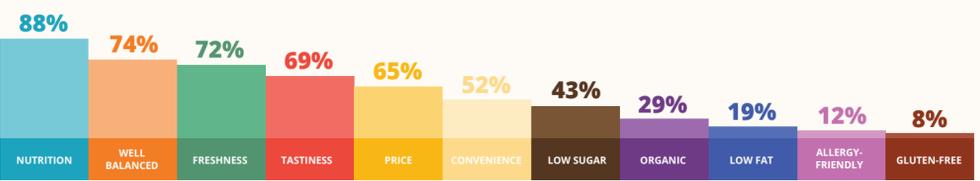
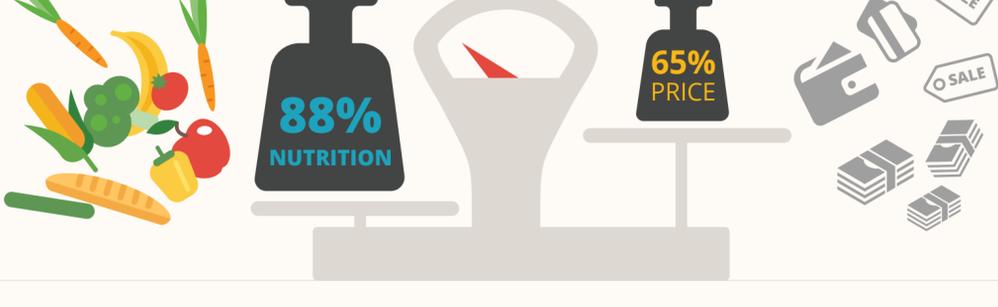
# Millennial Moms Shop

## TO PREPARE THEIR CHILDREN'S LUNCH BOXES

9 out of 10 Millennial Moms prepare **HEALTHY** lunch boxes for their child(ren).



When it comes to shopping for food for their children's lunch boxes, **NUTRITION** outweighs **PRICE** and convenience.



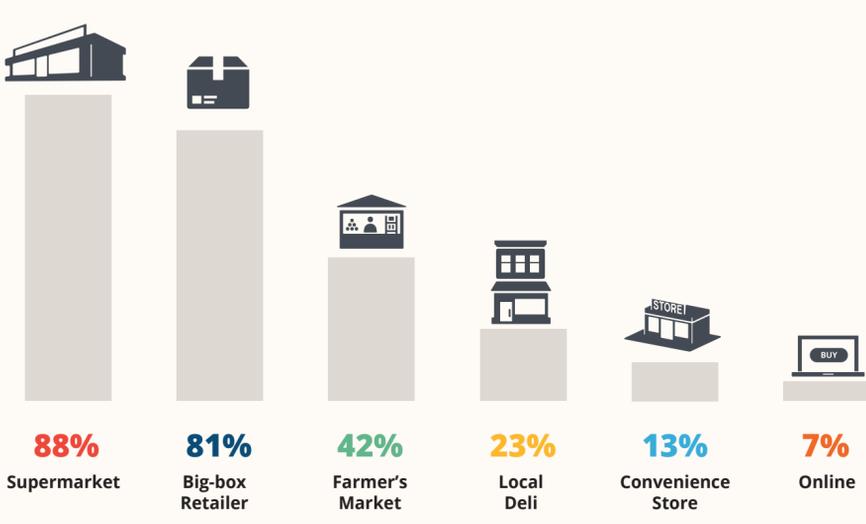
6 out of 10 Millennial Moms pack lunch boxes differently from how their own mothers packed theirs.



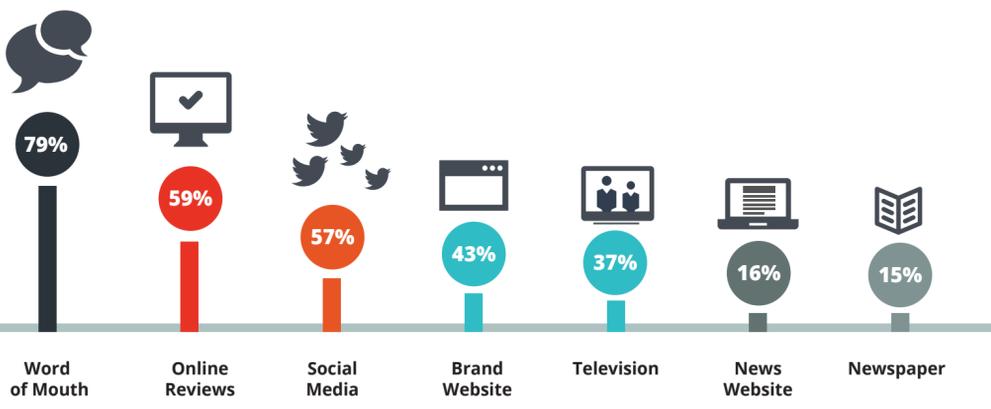
Millennial Moms' lunch boxes compared to their mothers' ...



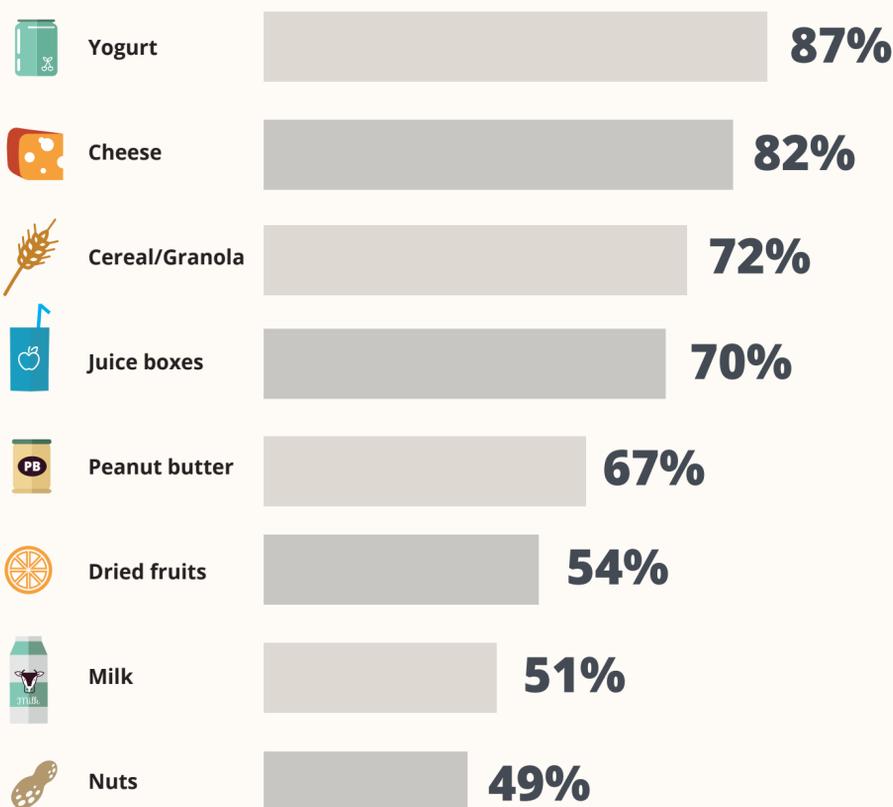
Despite being the most digitally-connected generation, they still prefer shopping in **STORES** for food rather than **ONLINE**.



Factors that influence their decisions prior to food-shopping for lunch boxes:



Here are the top food products that they view as **HEALTHY**:



Based on Influencer's reviews platform, here are the **top 10** rated healthy food products on the site:

Source: Influencer (Aggregated based on product ratings, user activity – such as no. of reviews, questions, shares and lists made including the product – and the commonly-used phrase “healthy” applied to snack- and food-related products, from reviews made by women born from 1978 – 1994 who live with children.)



These are some of the key findings from an Influencer survey conducted from July 28 - August 3, 2015 with a total of 5,771 completes. With a sample of 4,997 female users across ages (18-24: 15%; 25-29: 34%; 30-34: 32%; 35+: 19%) with heavy social media usage (On 2+ social media channels: 99%). Average age of respondent: 30. Minority reach: 36%. The survey was conducted online in all 50 U.S. states and the District of Columbia. The margin of sampling error is +/- 1.32 percentage points for 95% confidence interval.